

REMARKS/ARGUMENTS

The cited DeMello patent is directed to a system for providing protection to digital content (e.g., video, audio, etc.). The user can re-load media content to a primary storage from a backup storage, if the user or retailer has stored a receipt page that identifies the purchased media content. DeMello does not disclose and does not suggest a method including loading replacement media content from a server at a facility into the digital entertainment unit, wherein the replacement media content is identified by the signature tag and wherein the digital entertainment unit is repaired at the facility, as substantially recited in claim 1. Therefore, DeMello does not disclose various features that are recited in claim 1. Accordingly, claim 1 is patentable over DeMello.

Various independent claims (e.g., claims 16, 33-35, 36, 42, and 48) are also being amended to recite various features that are not disclosed and are not suggested by DeMello. Accordingly, claims 16, 33-35, 36, 42, and 48 are each patentable over DeMello.

For the above reasons, Applicant requests reconsideration and withdrawal of the rejection under 35 U.S.C. §102 and §103 in the previous final office action and previous advisory action.

Applicant respectfully requests allowance of all pending claims.

CONTACT INFORMATION

If the Examiner has any questions or needs any additional information, the Examiner is invited to telephone the undersigned attorney at (805) 681-5078.

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Respectfully submitted,
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CERTIFICATE OF MAILING

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